



Tirana Urban Facades

about project

L34



Budget

Min. EUR 250 000 annually



Municipal contribution

Partial Investor
(Workers)



Municipal sectors/ directorates

General Directorate of
Planning and Territorial
Development, General
Directorate of Public Work

PROJECT DESCRIPTION

Urban requalification is considered a long term and sensitive process, which can be achieved using different tools. Despite the fact that form, texture, material and light are often considered superior in importance to colour, the latter has the ability to change people's mood by stimulating different chemicals in our body (Triantis, 2010). Goldstein (1930) advances with the impact of colour, pointing out that colour is responsible for 62-90% of our first impressions of one another.

In this context it is interesting to note that it is really the colour, with its evocative and emotional force, that plays a crucial role in the debate on the need to preserve the city's identity, but also to initiate a process of urban and social requalification. Colour in that sense, as already remarked by Bruno Taut, is revealed as the most effective, quick and cheap mean to counter the inexpressive grey of much of the building production and to awake the consciousness and perceptual capacities of the citizens. (Boeri, 2010). Against this backdrop, the proposed project aspires to use color as a key element of Tirana's urban requalification.

OVERALL OBJECTIVE

To transpose local and international art into the facades of Tirana's buildings, while simultaneously giving the city and the people energy and optimism through color.

PROJECT IMPLEMENTATION MODALITY

The first step in the implementation of this intervention will be the restoration of facades originally painted by artists during 2003 – 2007. The second step, entails the organization of a national competition among painters, to identify those that will give artistic value to Tirana's facades. The restoration of an international artist's work on an existing façade together with the one of a local artist will be launched every 2 months.

PRELIMINARY IMPACTS

- ⇒ Urban Requalification of Tirana
- ⇒ Increased real estate value for those neighborhoods affected by urban requalification
- ⇒ Increased attractiveness for visitors
- ⇒ Improved quality of life

